



J D E D W A R D S

Exhibition & Events



## J.D. Edwards take a modular approach to their exhibitions

Anderson Baillie/ Borg Design were requested to design a new corporate exhibition stand to be showcased at the J.D. Edwards User Conference and then to be used at subsequent events throughout the year.

The stand houses interactive sessions with user demo stations giving J.D. Edwards the ability to showcase new software. Features include a hospitality area, special lighting effects, and an area to incorporate a plasma screen and four demo stations.

Anderson Baillie incorporated a modern and technology oriented design to deliver the message that J.D. Edwards are at the forefront of the e-commerce era. A tubular steel frame provides the stand with a clean modern design finish and co-ordinates well with J.D. Edwards branding.

The 60 square metre stand was positioned on a raised carpeted platform with a circular roof, reaffirming to visitors that they are entering an exclusive area for J.D. Edwards, in contrast to a flat two-dimensional stand.

The stand was designed to be modular, so that once manufactured chosen items could be built into a smaller stand size and branding could be removed to enable simple reuse at future exhibitions. Modular pieces were placed on-line enabling contacts from J.D. Edwards to go on-line and request the pieces they wish to use at their next exhibition.

### Anderson Baillie Events

This modular stand design enabled J.D. Edwards to maximise on their investment. Offering the stand to business partners ensured everyone gained the most out of the stand design and build.

For a full overview of our event capability visit [www.andersonbaillie.com/events](http://www.andersonbaillie.com/events)

## J.D. Edwards modular user stand

*"The balance between the dramatic aesthetic look of the stand and the interactive facilities available, perfectly delivers the key message that J.D. Edwards are a leading provider of agile business software solutions. Visitors were attracted to the stand as a place where they could relax in comfort, whilst browsing through our latest software at the user stations provided."*

*Kathryn Howarth, UK Marketing Manager, J.D. Edwards*

*"The brief was very clear – the stand design had to be a modular stand. The ability to fit into both small and larger stand size spaces as well as the need to convey the corporate brand effectively were also required. With the new design now in place the stand provides business partners with the ability to have a cost effective exhibition solution."*

*"Not all J.D. Edwards' business partners can afford the extensive costs of building a large stand, with the option to use a custom built package this has proved to be an extremely cost effective solution for everybody."*

*Philippa White, Account Director, Anderson Baillie Marketing*



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